

ORDER



KLAS

Mike Jones

K-WAS

National

Cash

Broadcast

EOM/EOC

15%

11/29/08

00:10:00

Orders	Order / Rev:	37579
	Alt Order #:	08880400
	Product Desc:	NRCC IE 2012
	Estimate:	3336
	Flight Dates:	10/19/12 - 10/25/12
	Original Date / Rev:	10/11/12 / 10/11/12
	Order Type:	GENERAL

Agency	Name:	<u>National Media Inc</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>815 Slaters Lane</u>
		<u>Alexandria, VA 22314</u>

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Advertiser	Name:	NRCC
	Demographic:	A35+
	Product Codes:	PO4
	Priority:	LV1
	Revenue Codes:	AGY, POL, ISS

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	6	\$11,000.00	\$9,350.00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$11,000.00	\$9,350.00	0.00
Totals	6	\$11,000.00	\$9,350.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$11,000.00
Market	100%	\$36,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$9,166.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,833.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	8	10/19/12	10/25/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a MTWTF--	:30	5	\$1,200.00	LV1	0.00 NM	5	\$6,000.00
		8-NOW 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/12	10/25/12	MTWTF--		5		\$1,200.00		0.00			
E 2	8	10/21/12	10/21/12	NFL Reg Season Games NFL Football Reg. Season	CM	NFL Football Reg. -----S (10:00 AM-4:15 PM)	:30	1	\$5,000.00	LV1	0.00 NM	1	\$5,000.00

Advertiser:	NRCC
Product Desc:	NRCC IE 2012
Estimate:	3336

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
	CBS	NFL	FTBL												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1				\$5,000.00		0.00			
													Totals	6	\$11,000.00